INSTAGRAM SHOUTOUTS

The easiest way for you to promote on instagram by
hosting shoutouts

With a following, there are **2 ways** selling shoutouts work

SELL TO ACCOUNTS

BRAND DEALS

SELL TO ACCOUNTS

investingmentors

Increase your value by learning a high income skill. You're not getting paid for your time but your value.
-
#skills #value #learn

Niche specific

Unobtrusive Ads (**no spam**)

Be **selective** on content*

Revisit what to look for in **Shoutouts Module**

BRAND DEALS

Sell promos to a business

ww_coffee_mama

You guys!!!! I just discovered these @proteinone bars!! I always get so excited when I come across snacks that taste great AND satisfy my cravings!! It's like a win win win!! And here is the best part- not only are these bars delicious, but they are also....

.

.

✨ 90 calories

✨ 10 grams of protein.

✨ 1 gram of sugar

Niche specific

Unobtrusive Ads (**no spam**)

Be **selective** on content, keep it **on brand**

So how do you find **buyers**?

Getting people to reach out to you

Reaching out to people or brands

INBOUND

Add “**DM for submissions**” in your bio
(Don’t put DM for Shouts/ Dm for ads)

Make an **email** available for business inquiries and add it to your bio

Set up messenger app profiles like **KIK** and **Whatsapp**

Instagram DM

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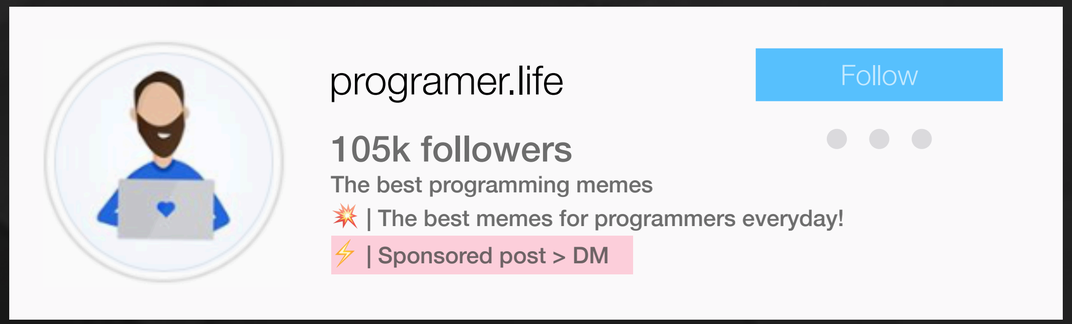
(Don’t put DM for Shouts/ Dm for ads)



Email

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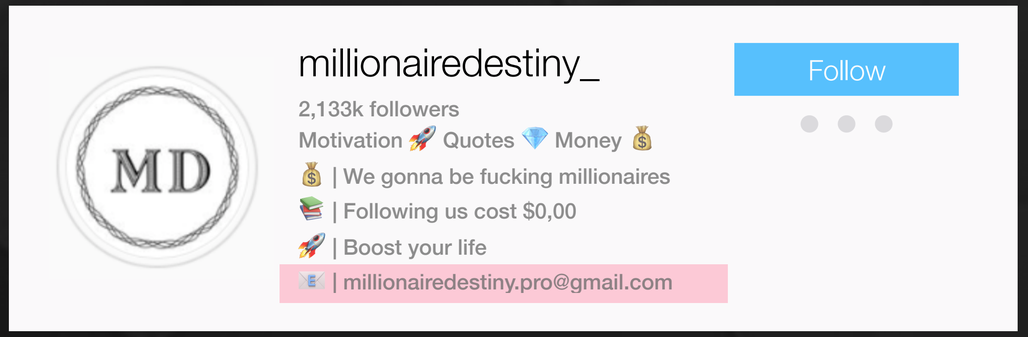
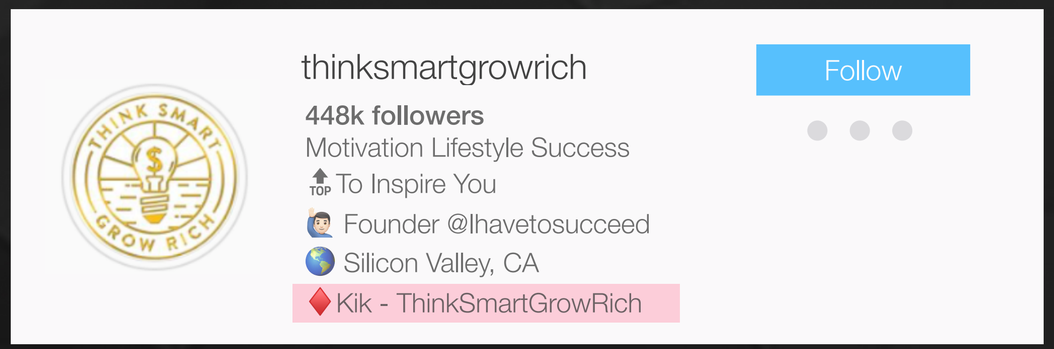


Messenger Apps

Set up messenger app profiles like **KIK** and **Whatsapp**



OUTBOUND

Reach out to **people** or **accounts** that fit your brand

Research **new accounts** that are building a following and reach out

See what accounts are being **shouted out** in your niche and DM them

How much should I **charge**?

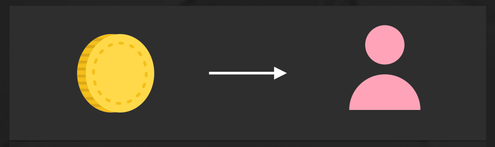
Reach out to similar sized accounts in your niche and use **their price** as a guide.

Like a lot of things price is **niche specific**!

Make sure you're happy with the price you're charging. It's the price of posting **someone else's content** on your page.

Rough Guide:

Companies have a general rule of **1c per follower**
(then take into account engagements and niches)



Other accounts

10K Followers	**($30)**
50K Followers	**($100)**
200k Followers	**($250)**

Sell to other accounts

The key to a good salesman is to be able to wear the buyers shoes and **find out what they want**!
You're in luck, you've been there!

This is all about reverse engineering your shoutout research